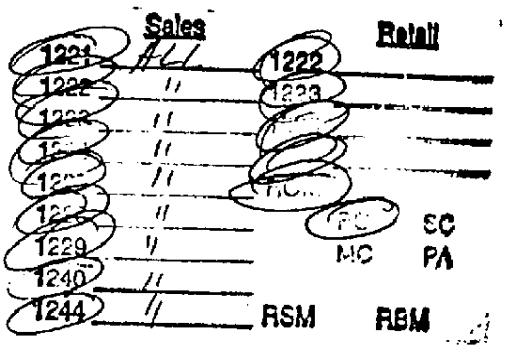
FSC-3-B	1/8/98
SUBJECT:	1998 Retail Accrual Program Manual

DISTRIBUTION:

X	AVP	X	KAM	X	DM
X	RSM	X	AM	X	RM
X	RBM	X	AE	___	Sales Rep
X	ROM			___	Retail Rep



Objective: Communicate Availability Of Revised Retail Accrual Manual

Purpose: Provide A Streamlined Handbook Which Contains Critical Program Elements For Users:
- Field Sales Version
- ROU Version

- An assessment of the Retail Accrual Program revealed the following opportunities:
  - Some confusion exists relative to Field guidelines and program implementation/ administration/maintenance
  - Need to share "Best Practices"
  - Need to clarify reporting procedures
- In 1998, the Retail Accrual Manual is available in two versions:

Field Sales Version - Contains critical elements of program

- Planning
- Field Administration
- Reporting Procedures
- Statement Explanation
- Best Practices
- Appendix

This document resides in (G:) _sales _98plans RAC (RETACFS2). It is recommended that each ROU distribute this version to Region management and Sales Representatives.

ROU Version - Contains all of the information in the Field Sales version, plus all other essential detail elements

- Administrative Procedures
- Maintenance Functions
- Revised Voucher Form - (includes section for reporting retailer match)

This version resides in (G:) _sales _98plans RAC (RETACC2.DOC) and should be maintained in the ROU as a reference document.

It is our expectation that the two separate manuals will provide you with a simplified, yet effective tool for managing the Retail Accrual Program on a day-to-day basis.

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